



Ireland
Leave No Trace

COMMUNICATIONS GUIDE

For members of Leave No Trace Ireland

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THE LEAVE NO TRACE IDENTITY

COMMUNICATIONS GUIDE

The goal of this Communications Guide is to establish a clear, consistent and universal visual identity for the Leave No Trace Ireland organisation, programme and movement. The visual identity builds on Leave No Trace's brand by combining the most recognised existing elements - our name and insignia - with progressive elements and messages. Uniform graphic elements and messages provide the framework for establishing a visual identity. This guide sets out the prime elements needed to produce approved Leave No Trace Ireland materials and communications.

This guide further serves to inform the Leave No Trace Ireland's vast network of partners about proper and appropriate use of the Leave No Trace brand. The first section defines the basic elements of the Leave No Trace Ireland visual identity and discusses its applications and proper usage. The remainder of the guide explores the language of Leave No Trace Ireland, as well as regulations, protections, and who to contact for further information or questions about logo use.

LEAVE NO TRACE IRELAND

MISSION

To promote and inspire responsible, outdoor recreation through education, research, and partnerships throughout the island of Ireland.

VISION

That outdoor recreation across the island of Ireland takes place in harmony and in balance with nature and that all recreational users' value and support efforts to protect Ireland's natural environment.

VALUES

The values of Leave No Trace Ireland are to inspire and promote responsible outdoor recreation through education, research and partnerships.

- Ethical Decision making
- Education as Empowerment
- Respect for our Environment
- The Value of Relationships
- Empowerment of People
- Integrity in all we do

ABOUT LEAVE NO TRACE IRELAND

Since 2008, Leave No Trace Ireland has worked to protect the outdoors through the promotion of responsible outdoor recreation practices through education, research and partnership throughout the island of Ireland.

With massive threats to natural areas on the rise—like water pollution, species loss and declining forest habitats—there's a clear need to act and help protect our planet.

People may be tempted to blame the degradation of resources on industrial pollution or largescale land development, but in truth the collective impacts of human visitors are substantial.

This member-driven organisation teaches people of all ages how to enjoy the outdoors responsibly and is the most widely accepted outdoor ethics programme in Ireland. Through relevant and targeted education, research and outreach, Leave No Trace Ireland ensures the long-term health of our natural world. In its simplest form, Leave No Trace Ireland is about making good decisions to protect the world around you - the world we all enjoy. You can do your part to protect our nations heritage of outdoor recreation to future generations, by joining Leave No Trace Ireland.

These guidelines have been established to help you understand usage of the Leave No Trace Ireland brand. The Leave No Trace Ireland brand is a registered trademark and may be used by qualifying members in marketing materials, provided they follow the guidelines governing its use. For further information regarding use of the Leave No Trace Ireland name and trademark please contact info@leavenotraceireland.org.

Leave No Trace Ireland is fully compliant with the Charities Governance Code monitored by the Charities Regulator.

LEAVE NO TRACE LOGO

LOGO ELEMENTS

The Leave No Trace Ireland logo is the only permissible insignia for external communications material that reaches the media or general public. It is our prime brand identifier, reflecting the tradition and values of the organisation. Therefore, maintaining its visual and conceptual integrity is a high priority. Leave No Trace Ireland's policy regarding logo usage is designed to ensure that the public recognition of our primary identifier - the Leave No Trace Ireland logo - is not diluted by other insignia or artwork.

LOGO VARIATIONS

The logo has two variations regarding content - wide version and narrow version.

LOGO SIZES

Strict regulations and guidelines outline the use of the Leave No Trace Ireland logo. The logo cannot be recreated, cropped, enhanced, distorted, stretched or otherwise altered. The logo must not be reduced beyond the minimum sizes stated in this guide here. This ensures that it is fully readable when reduced in size.

LEAVE NO TRACE LOGO

The logo has two variations regarding content - wide version and narrow version

LOGO – WIDE VERSION



LOGO – NARROW VERSION



LEAVE NO TRACE LOGO

Logo colour variations as follows

LOGO – COLOUR



LOGO – COLOUR PLUS WHITE



LOGO – ALL WHITE



PROUD MEMBER LOGO

Logos are available for current Leave No Trace Ireland members. These logos are subject to the same guidelines and regulations for logos described in this guide. Please contact your Leave No Trace Ireland representative if you qualify for the use of the logo and for applicable uses.

LOGO – WIDE VERSION



LOGO – NARROW VERSION



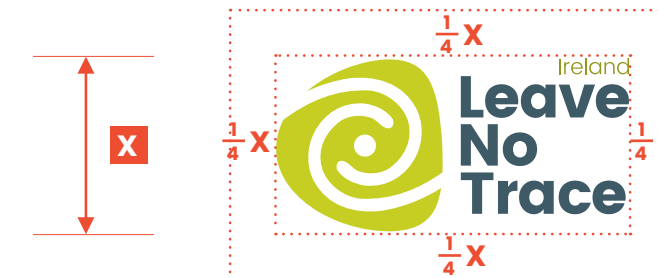
CLEAR SPACE & SAFE AREA

The “protected space” of the logo refers to the clear space surrounding it. This clear space ensures the unobstructed and visible placement of the Leave No Trace logo. Graphics, type, photography, and illustrations should not enter the illustrated clear space around the logo. As shown, the clear area should measure one quarter of the height of the logo symbol.

LOGO – WIDE VERSION



LOGO – NARROW VERSION



BRAND COLOURS

The Leave No Trace Ireland brand colours are as follows. Please do not alter or introduce new colours to the Leave No Trace Ireland logo.

BRAND COLOURS

C 18 M 0 Y 98 K 10	C 23 M 5 Y 100 K 33	C 50 M 20 Y 15 K 60
Pantone 7744 CP	Pantone 391 CP	Pantone 7545 CP

BRAND FONTS

The Leave No Trace brand uses the Poppins and Myriad-Pro font family. Poppins Bold should be used generally for headings and Myriad Pro Regular for main body type.

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

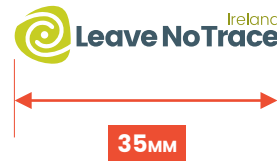
MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

MINIMUM SIZES

The logo must not be reduced beyond the minimum sizes illustrated here. This ensures legibility at small sizes.

LOGO – WIDE VERSION



LOGO – NARROW VERSION



LOGO MISUSE

The logo must not be altered in any way. Approved uses are shown previously in this manual. Logo misuse includes changing the logo colour, stretching the logo, changing the font type, editing the icon and/or moving the type.

DO NOT CHANGE COLOUR



DO NOT STRETCH



DO NOT MOVE TYPE



DO NOT CHANGE FONT



DO NOT EDIT THE ICON



CORE MEMBERS

CORE MEMBERS

Leave No Trace Ireland shares a Memorandum of Understanding or Service Level Agreement with the following core members:

1. Sport Ireland
2. Fáilte Ireland
3. The Office of Public Works
4. Waterways Ireland
5. Coillte
6. National Parks and Wildlife Service
7. Inland Fisheries Ireland
8. The Department of Rural and Community Development

Logo and copyrighted Leave No Trace Seven Principle text use are available to those agency members and are applicable to all their lands and waterways. Logo and Leave No Trace Seven Principles (with © 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org) use is subject to the same stipulations as all other member groups.

MEMBERS

BENEFITS OF BECOMING A LEAVE NO TRACE MEMBER

Leave No Trace is the most important defence to protect the health and beauty of the outdoors - our trails, parks, forests and waterways. Every person's relationship with the natural world is unique, spending time in nature for adventure, sport, renewal or solitude. With wildlife at risk, the increase in bog fires and many polluted waterways, the future of our natural world is in jeopardy. Leave No Trace aims to solve these issues with critical training for the public at large, ensuring that the outdoors is thriving and left in caring hands well into the future. Join the most effective movement to ensure that all our parks, waters and lands, remain places of wonder, inspiration and exploration.

As a member you:

- Have exclusive use of the Leave No Trace logo, which is recognised worldwide as the symbol of sustainable enjoyment of the outdoors.
- Demonstrate and solidify your business or organisation's role as an active steward of the outdoors. Provide your constituents and customers with relevant Leave No Trace Ireland education and tools for enjoying the outdoors responsibly.
- Support your education and marketing goals by leveraging your partnership with the country's only organisation providing comprehensive, environmentally based education to the millions who enjoy our finite outdoor resources each year.
- Access to Leave No Trace Ireland's social media followers through Facebook, Twitter, Instagram, YouTube, and LinkedIn when relevant to Leave No Trace.

National parks, county councils, private and other lands must join as official Leave No Trace Ireland members to enjoy the full benefits of the programme.

Membership levels include individual, community, organisation and corporate.

Learn more at <https://leavenotraceireland.org/join>

MEMBERS

HOW TO BECOME A LEAVE NO TRACE MEMBER

Join over 150 organisations committed to playing a role in Leave No Trace education and conservation work by visiting

<https://www.leavenotraceireland.org/join>

MEMBER GUIDELINES

The Leave No Trace copyrighted Leave No Trace Seven Principles, trademarked logo, associated artwork, and texts are copyrighted by the Leave No Trace Center for Outdoor Ethics, USA of which Leave No Trace Ireland is a branch.

Members of Leave No Trace Ireland are not permitted to use the trademarked logo, or Leave No Trace Ireland name for use that includes reprinting on clothing or product; blogs, websites, email signatures, letterhead, banners, business cards, personal marketing materials or social media group title or name; such as a logo on a blog, website, or social media group, that gives the impression they are the organisation.

Links to the Leave No Trace Ireland website are encouraged, as are blogs posts or online/print-based articles about Leave No Trace, its educational ethics, and views on the Seven Principles. The copyright (© 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org) must accompany any listing of the Leave No Trace Seven Principles for educational purposes. With permission from the Leave No Trace Ireland and under specific circumstances, the organisation extends use of its logos and texts.

APPLICATIONS

THE LEAVE NO TRACE SEVEN PRINCIPLES & COPYRIGHT TEXT

The Leave No Trace Seven Principles and their supporting text are copyrighted by the Leave No Trace Center for Outdoor Ethics, USA and Leave No Trace Ireland. Leave No Trace Ireland derivations of the principles that correspond with various activities and environments such as Water Sports Groups (inland and coastal), Community Groups, Mountain Biking, Events and Festivals and Hiking with many others available through the Leave No Trace Center for Outdoor Ethics, USA - are also copyrighted by the Leave No Trace Center for Outdoor Ethics.

The Leave No Trace Seven Principles must always be referred to as The “Leave No Trace Seven Principles.” Leave No Trace Ireland encourages use and publication of the Leave No Trace Seven Principles including the following copyright language:

© 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org.

Private corporations, businesses, websites, or blogs may use the Leave No Trace Seven Principles with copyright language to promote the use of Leave No Trace, but are not permitted to use the Leave No Trace Ireland logo, as this suggests that the corporation, business, website or blog is a member.

The Leave No Trace Seven Principles with copyright language may be used by journalists or select groups (with written permission) to explain the basic elements of the program or for educational purposes. Otherwise, posting Leave No Trace Ireland copyrighted content suggests partnership. Thus corporations, businesses, websites and other entities must be official partners of Leave No Trace Ireland to publicly post the Leave No Trace Seven Principles or other copyrighted program elements.

APPLICATIONS

THE LEAVE NO TRACE SEVEN PRINCIPLES & COPYRIGHT TEXT

All information and content in the following works are copyrighted:

- Leave No Trace Skills and Ethics Series
- Leave No Trace Brochures and Handbooks
- 101 Ways to Teach Leave No Trace
- Leave No Trace in the Outdoors
- Training Manuals, Master Educator Handbook and other publications.

Please contact Leave No Trace Ireland if you are interested in using a portion of these texts.

PRINTED PUBLICATIONS

For guidebooks and other similar publications, using the copyrighted language of the Leave No Trace Seven Principles is permitted, as is use of the logo, however the logo must appear above the Leave No Trace Seven Principles, and not on the outside of the book jacket or publication. If a guidebook or publication has extensive information on Leave No Trace, is using the logo or the copyrighted Leave No Trace Seven Principles, a review of the publication is necessary by Leave No Trace Ireland.

For questions or a review of projects, please contact info@leavenotraceireland.org. For printed articles, the use of the copyrighted Leave No Trace Seven Principles is permitted. However, contacting the Leave No Trace Ireland office to ensure accuracy of the copyrighted Leave No Trace Seven Principles is highly recommended.

For questions, please contact info@leavenotraceireland.org.

APPLICATIONS

DIGITAL PUBLICATIONS

Use of the copyrighted Leave No Trace Seven Principles is permitted in blogs, on websites, and in online articles, as Leave No Trace Ireland wants to promote the principles to protect the outdoors by teaching and inspiring people to enjoy it responsibly. A direct link to the Leave No Trace Ireland website and the Leave No Trace Seven Principles is recommended.

Personal discussion of the copyrighted Leave No Trace Seven Principles is permissible. Linking to the Leave No Trace Ireland website is recommended, as is verifying the accuracy of the information with Leave No Trace or the Leave No Trace Seven Principles online. If a blog, website, or online publication extensively uses and discusses the Seven Principles of Leave No Trace, a review may be necessary to ensure accuracy. For questions, please contact info@leavenotraceireland.org.

THE LEAVE NO TRACE SEVEN PRINCIPLES

1. Plan Ahead and Prepare
2. Be Considerate of Others
3. Respect Farm Animals and Wildlife
4. Travel and Camp on Durable Ground
5. Leave What You Find
6. Dispose of Waste Properly
7. Minimise the Effects of Fire

PRODUCTS

The logo may not be altered in any way and is intended for use in conjunction with the Leave No Trace Ireland programmes, partnerships, concepts, skills and ethics. It is not to be used as a selling point for products, and groups may not produce, sell or distribute products bearing the Leave No Trace Ireland logo or name as a primary point of interest. Examples include Leave No Trace apps, vehicles, backpacks, patches, t-shirts, educational materials, outdoor gear, books, websites and other merchandise.

If the Leave No Trace name or logo does appear directly on a product, it must first be approved by Leave No Trace Ireland, and a royalty, independent of partnership dues, must also be arranged (note: this option is available to current corporate partners in good standing only). For this purpose, please use the Leave No Trace Proud Member logo.

*Leave No Trace benefit products are permissible through formal agreement with Leave No Trace Ireland.

The words “Leave No Trace” cannot be configured into art, logos, patches, t-shirts or other artistic renderings. Products cannot be named “Leave No Trace” products, as it suggests a formal endorsement.

SIGNAGE

STATE AGENCIES

The use of the Leave No Trace logo and the copyrighted Leave No Trace Seven Principles (© 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org) are available to state agencies.

OTHER USES

EDUCATIONAL PURPOSES

For educational purposes, logo use is allowed by non-partners with consent from Leave No Trace Ireland. Particularly when accompanying the Leave No Trace Seven Principles, logo use in guidebooks, for articles, textbooks, etc.

Non-partner websites are not acceptable examples of educational use of the Leave No Trace logo.

Please email a description of your project, book, or text where the logo will appear to Leave No Trace Ireland for review at info@leavenotraceireland.org.

THE LEAVE NO TRACE NAME

Any company, organisation, group or agency that wants to use the Leave No Trace name in their publications and materials must be a current, official member in good standing. Though Leave No Trace Ireland encourages all efforts to extend its message to the broadest possible audience, the term “Leave No Trace” is intended for the specific programs, publications and products of Leave No Trace Ireland.

Thus, using or promoting the term Leave No Trace is not permissible as a selling point for products, companies, organisations, publications or websites.

Using the Leave No Trace name in conjunction with a social media group or regional group is not permissible, where the impression is given that the group is the Leave No Trace Ireland organisation.

OTHER USES

TRAINING & COURSES

Leave No Trace Advanced Trainers and Trainers may use the Leave No Trace Ireland logo to publicise a Leave No Trace Trainer Course or Awareness Workshop, if they are current members of the organisation. Events organised in conjunction with Leave No Trace may use the Leave No Trace logo.

Please contact Leave No Trace Ireland to receive a current logo for this purpose.

The Leave No Trace logo is not available to Advanced Trainers and Trainers for the production of merchandise, clothing or course give away pieces.

THE LANGUAGE OF LEAVE NO TRACE

When referencing Leave No Trace in text, the name should always be spelled out. Do not use LNT.

The organisation that administers the Leave No Trace programme in Ireland is called Leave No Trace Ireland, the Irish branch of the Leave No Trace Center for Outdoor Ethics, USA.

When referencing the copyrighted Leave No Trace Seven Principles in text, the principles should never be labelled as rules, but always as principles or guidelines. They should always be referred to as the Leave No Trace Seven Principles.

LEAVE NO TRACE SEVEN PRINCIPLES

1. Plan Ahead and Prepare
2. Be Considerate of Others
3. Respect Farm Animals and Wildlife
4. Travel and Camp on Durable Ground
5. Leave What You Find
6. Dispose of Waste Properly
7. Minimise the Effects of Fire

WHO TO CONTACT

To obtain a current Leave No Trace Ireland logo or for information regarding branding, logo use, text use, or any other questions, please contact Leave No Trace Ireland:

Leave No Trace Ireland

Castlebar Street

Westport

Co. Mayo

F28 KD63

t: +353 01 9059009

e: info@leavenotraceireland.org

w: www.leavenotraceireland.org

Leave No Trace Ireland is a company limited by guarantee 465628 and Registered Charity 20082178.

Leave No Trace Ireland is the Irish branch of the Leave No Trace Center for Outdoor Ethics.



GET IN TOUCH!



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